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B1b Data Sheet

|                             |                                   |              |                        |                                    |
|-----------------------------|-----------------------------------|--------------|------------------------|------------------------------------|
| SERIAL NUMBER<br>10/014,190 | FILING DATE<br>11/13/2001<br>RULE | CLASS<br>382 | GROUP ART UNIT<br>2621 | ATTORNEY<br>DOCKET NO.<br>US010548 |
|-----------------------------|-----------------------------------|--------------|------------------------|------------------------------------|

## APPLICANTS

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## \*\* CONTINUING DATA \*\*\*\*\*

## \*\* FOREIGN APPLICATIONS \*\*\*\*\*

## IF REQUIRED, FOREIGN FILING LICENSE GRANTED

\*\* 01/11/2002

|                                 |  |                        |                        |                    |                         |
|---------------------------------|--|------------------------|------------------------|--------------------|-------------------------|
| Foreign Priority claimed        | <input type="checkbox"/> yes <input checked="" type="checkbox"/> no  | STATE OR COUNTRY<br>NY | SHEETS<br>DRAWING<br>4 | TOTAL CLAIMS<br>19 | INDEPENDENT CLAIMS<br>4 |
| 35 USC 119 (a-d) conditions met | <input type="checkbox"/> yes <input checked="" type="checkbox"/> no <input type="checkbox"/> Met after Allowance |                        |                        |                    |                         |
| Verified and Acknowledged       | <i>[Signature]</i>   | Examiner's Signature   | Initials               |                    |                         |

## ADDRESS

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## TITLE

Identification and evaluation of audience exposure to logos in a broadcast event

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|----------------------------|---|---|
| FILING FEE RECEIVED<br>824 | FEES: Authority has been given in Paper<br>No. _____ to charge/credit DEPOSIT ACCOUNT<br>No. _____ for following: | <input type="checkbox"/> All Fees<br><input type="checkbox"/> 1.16 Fees ( Filing )<br><input type="checkbox"/> 1.17 Fees ( Processing Ext. of time )<br><input type="checkbox"/> 1.18 Fees ( Issue )<br><input type="checkbox"/> Other<br><input type="checkbox"/> Credit |
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